Community Engagement Summary

May 3 to June 13, 2021

August 2021 Draft

More information about Cville Plans Together can be found at: CvillePlansTogether.com

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Overview of the Process and What We Heard

Overview & Purpose

Cville Plans Together is an opportunity for the community to actively participate in updating the future vision for the city, with a focus on equity and affordability.

From May 3 to June 13, 2021, the goal of community engagement efforts was to seek feedback on the draft Comprehensive Plan chapters (Goals and Strategies) and the draft Future Land Use Map.

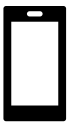
This document provides an overview of activities and input received. Responses to frequently asked questions will be provided in a separate document.

Community input opportunities included…

Submitting written comments via emails, letters, and the website comment form

» *We* received *more than 1,140 letters, emails, or website comment form submissions from individuals and organizations.*

Participating in webinars and other meetings, including the project Steering Committee meeting and a discussion with Neighborhood Representatives.



» *There* were *255 live webinar attendees, and over 210 views of the YouTube meeting recordings of the 5/10 and 5/25 events.*
» *There were 261 questions submitted during the webinars and meetings.*

Attending pop-up events

» *There were 133 attendees who signed in at six pop-up events*

Completing the feedback form/survey

» *We received 430 responses on the form, including both digital responses and paper responses from pop-up events*

Toll-free phone line to record input

» *We received 37 voicemails from 26 individuals. 24 total calling sessions were used for the analysis, with voicemails grouped by time and caller.*

Overview of Community Input Received

There were many ideas, concerns, and questions shared by the community. Some of the main themes include the following.

- Support for goal of improved affordability in general seems nearly universal, but not all agree that the proposed Future Land Use Map and Comprehensive Plan/Affordable Housing Plan strategies will achieve the desired outcomes.
- Ideas shared:
    - Focus on homeownership opportunities as well as deeply affordable housing.
    - Ensure displacement protections for Black and low-wealth residents.
    - Allow up to 4-5 units within the "General Residential" category rather than up to 3 units.
    - Consider land use in tandem with transportation and transit improvements.
    - Consider focus on underutilized malls and office properties.
    - Consider areas for additional density/intensity, including neighborhoods that are currently mostly single-family areas.
- Concerns shared:
    - Potential impacts of allowing additional density (particularly related to areas designated Medium Intensity Residential in the draft map) in areas that are currently zoned mostly for single-family uses.
        - Traffic, transportation, or other infrastructure concerns.
        - Community character, history, height, or scale concerns.
    - Student housing as a driver of affordability issues, and the role of UVA in addressing student needs.
    - Need for mixed use nodes in neighborhoods and potential traffic issues caused by the potential nodes.
    - Concerns about the planning process, including a desire for more time and additional community input opportunities.
    - Impacts to property values, both in terms of potential decreases and potential increases (and impacts on taxes).

Engagement Purpose and Activities

BACKGROUND

Cville Plans Together is an effort to continue and finalize updates to the Comprehensive Plan (the city's guiding document for land use and development), followed by an update to the city's zoning ordinance. It includes a detailed Affordable Housing Plan, completed in March 2021, which describes goals, priorities, and implementation strategies for supporting affordable housing at a variety of affordability levels.

More information about the Consultant Team for Cville Plans Together can be found at cvilleplanstogether.com/about/.

PURPOSE

The goal of the May-June 2021 community engagement efforts was to gather community input on draft updates to the Comprehensive Plan chapters and Future Land Use Map.

SUMMARY OF ACTIVITIES

Outreach

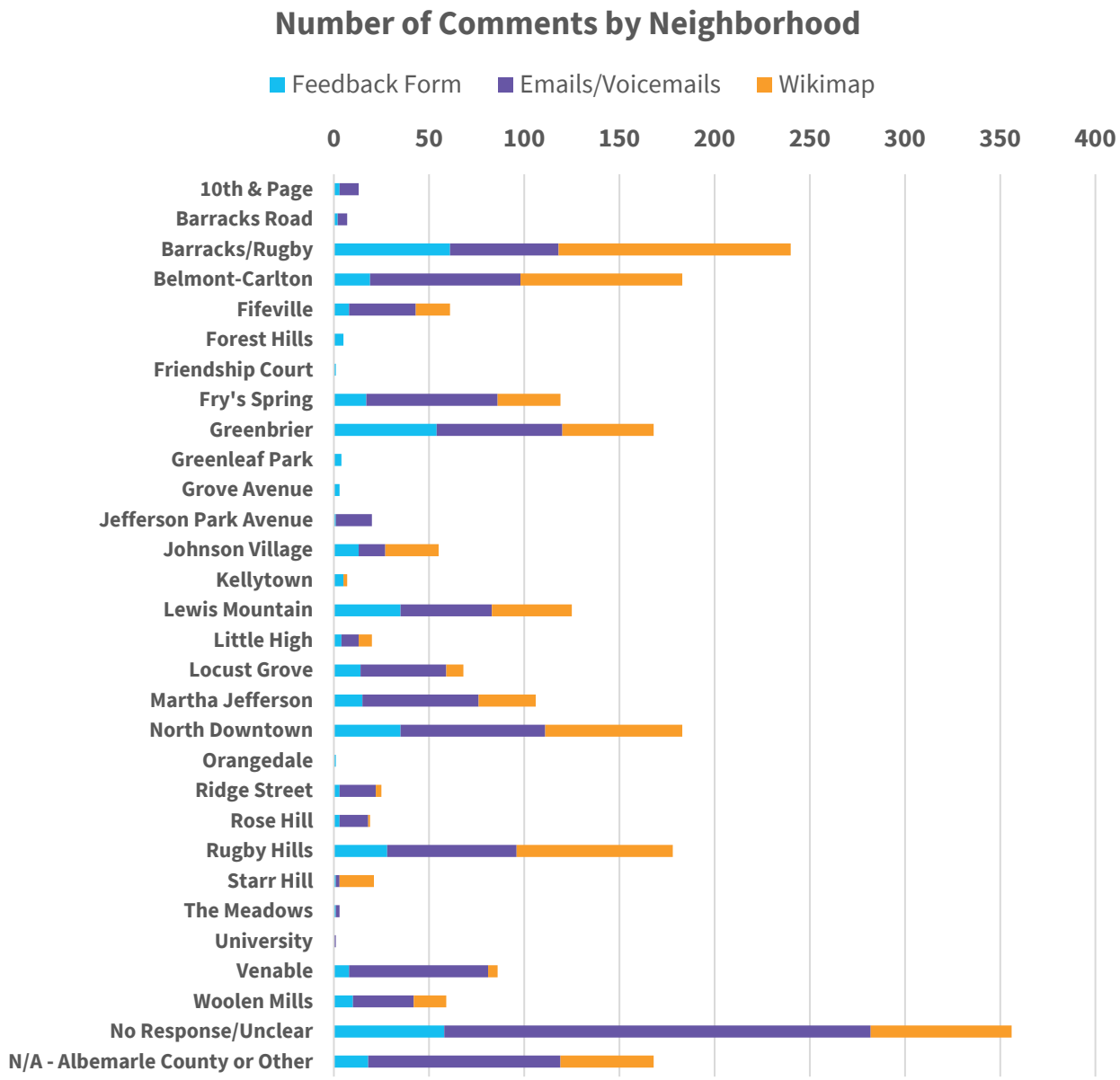
To make community members aware of the process and the input opportunity, the city and consultant team utilized many outreach tools.

CVILLE PLANS TOGETHER
Please review the Future Land Use Map and other draft Comprehensive Plan Updates and participate in the community comment period through June 13!
cvilleplanstogether.com/engage3
Tell us what you think!
Comment Form
Toll-Free Phone Line
Interactive Map
Email

- A dedicated webpage (www.cvilleplanstogether.com/engage3) served as the hub for information about all available materials and upcoming events. Notice was also placed on the City's Comprehensive Plan webpage.
- The consultant team and Peer Engagers distributed lawn signs and door hangers, and shared flyers in electronic and print form, in English and Spanish. You can download a flyer here.
- The team provided updates through social media accounts (Instagram, Facebook, Twitter), email blasts (via existing City lists and the Cville Plans Together list), and media releases.
- Social media advertisements (Facebook and Instagram) and digital newspaper advertisements (Daily Progress) were used to further build community awareness.
- Six pop-up events to allow for both face-to-face discussions and build awareness.
- Door-to-door outreach in the 10th & Page neighborhood.

Gathering Input

The original comment period was scheduled for May 3 to May 31; this was extended in late May to June 13. Input on the draft initial Comprehensive Plan updates and map was gathered in several ways, as described below. There was no one way that the Consultant Team was gathering feedback, and no one method of community input was prioritized or emphasized, to allow for flexibility in participation. Responses were received via various methods from neighborhoods throughout the city.



Webinars

The consultant team conducted two community webinars. At these events, the team gave an overview of the Cville Plans Together process, discussed draft chapter and Future Land Use Map updates, and provided information about how community members could submit feedback. There was also a Q&A session at each event.

- Webinar 1: Monday, May 10, 6-7:30pm
    - 76 live attendees, with 131 views on YouTube as of June 17
    - Presentation Slides: View or download PDF here
    - Recording (YouTube): https://youtu.be/qJOFKLKH-kI
- Webinar 2: Tuesday, May 25, 6-7:30pm
    - 179 live attendees, with 86 views on YouTube as of June 17
    - Presentation Slides: View or download PDF here (these slides were similar to the slides from Webinar 1, but include the updated comment deadline of June 13 and additional examples/photos related to the Future Land Use Map categories)
    - Recording (Youtube): https://youtu.be/ytcOj2OPawc

Letters, Emails, and Web Form Comments

We received 1,144 emails from approximately 1,000 individuals and several groups. This includes emails sent directly to the Cville Plans Together team as well as emails and letters sent to City staff, City Councilors, Planning Commissioners, and Steering Committee members, where that correspondence was shared with the Cville Plans Together team. (Note that earlier counts from June 2021 were slightly higher; this updated number removed duplicate emails.)

Phone Line

There was a toll-free phone line available, with messages in English and Spanish, where interested parties could leave a two-minute message for the project team. 37 messages were recorded.

Interactive Map

An interactive web map was available for community members to place site-specific comments on the draft Future Land Use Map. The map could also be used to zoom in to specific locations on the draft map to get a closer look at recommendations for specific areas.

There were 745 comments submitted on the map by 225 unique users. 14 people placed 10 or more points, with a maximum of 37 points placed by one anonymous user ID.

Feedback Form

A feedback form, or survey, was available for those who prefer to respond to specific questions rather than submit general comments via email or in other ways. It was available in both English and Spanish. 430 responses were gathered on the English and Spanish forms combined, including 28 gathered at pop-ups.

Pop-up Events & Door-to-Door

There were six in-person pop-up events over the course of two weekends, at which the Consultant Team discussed the draft Comprehensive Plan and received input from the community. Based on the sign-in sheets, 133 community members attended the pop-up events, though many may have attended without signing in. A paper form was available with a subset of questions from the web feedback form; 28 provided comments via this method, and these results were combined with the web-based survey submissions.

- Saturday, May 8: Riverview Park (298 Riverside Ave.), noon-2pm
- Friday, May 14: Reid Super-Save Market (600 Preston Ave.), 1-3pm; Downtown Mall (E Main St. & 2nd St. SE), 5-7pm
- Saturday, May 15: Farmers Market at IX Art Park (522 2nd St. SE), 8am-noon; Jefferson School City Center (233 4th St. NW), 2-5pm
- Sunday, May 16: Church of the Incarnation (1465 Incarnation Dr.), noon-3pm

To gather additional feedback from the 10th & Page community, due to overall community concerns about this neighborhood, a representative from the Cville Plans Together team and a Cville Plans Together Peer Engager conducted door-to-door outreach at approximately 50 homes in the neighborhood, and had discussions with approximately 10 residents ranging in age from late 20s/early 30s to 70s/80s. Most residents were Black and long-time homeowners or renters in the neighborhood.

Meetings

In addition to the webinars, there were two meetings at which the Consultant Team discussed the draft Affordable Housing Plan and received additional input.

- Meeting with Neighborhood Representatives (5/18/2021) – 24 attendees. Recording here.
- Cville Plans Together Steering Committee Meeting (5/19/2021) – 23 attendees from the Steering Committee, 103 from the general community. Recording here.

INPUT REVIEW AND USE

The consultant team used a coding system to tag emails and open-ended responses for analysis. Each response was tagged with one or more “themes” characterizing the content of the comments. The City and consultant team will meet with the Planning Commission on June 29 to discuss draft themes. All input is being considered as revisions are made to the Comprehensive Plan chapters and Future Land Use map. A future work session with the Planning Commission is scheduled for August 31, 2021.

Webinars, Meetings, and Pop-ups

For each of the two webinars, the team shared a presentation with an overview of the Cville Plans Together process, discussion of draft chapter and Future Land Use Map updates, and information about how community members could submit feedback. Input during the webinar took the form of the Q&A. This was a similar format to the Neighborhood Leaders meeting on May 18. Due to the number of questions submitted during these events, the consultant team was not able to respond to all Q&A live.

POLLING RESULTS – NEIGHBORHOOD REPRESENTATION ON WEBINARS (5/10 AND 5/25 COMBINED)

Toward the beginning of each webinar, a poll was used to get input about which neighborhoods were represented at the event. Due to limitations on the number of polling options allowed on Zoom, neighborhoods were combined into 10 options, with neighborhoods clustered by location in the city.

Where do you live?	
Barracks/Rugby, The Meadows	47
Martha Jefferson, North Downtown	27
Jefferson Park Avenue, Lewis Mountain	24
Woolen Mills, Belmont-Carlton	13
Greenbrier, Locust Grove	13
N/A - I do not live in Charlottesville	9
Fifeville, Fry's Spring, Johnson Village	7
Venable	6
10th & Page, Rose Hill, Starr Hill	5
Ridge Street	2

COMMENTS AND QUESTIONS FROM WEBINARS AND MEETINGS

Questions and comments from both webinars and the two additional meetings are summarized here by topic; all comments and questions can be found in Appendix A. A separate FAQ document will respond to common questions from all community input, including the webinar and meeting Q&A.

Event	# Comments/Questions
5/10 Webinar	65
5/18 Neighborhood Leaders Update	40
5/19 Steering Committee Community Comment Period	6
5/25 Webinar	150

Webinar and Meeting Comment Themes	# Comments/Questions
Engagement process	30
Traffic/infrastructure	25
Implementation/quantitative metrics for outcomes	22
Affordability	20
Zoning/site design	18
Planning process	15
Community character, history	15
Precedents related to the Draft Future Land Use Map	12
Population or unit projections	12
Questions about Future Land Use Map changes between March and May	10
Overview question	7
Environmental/tree canopy	7
UVA/student housing	6
Support for higher density	5
Chapter question	5
Site-specific location	4
Property tax/value	4
Greenspace	4
Topography	3
Concerns about General Residential category	3

POP-UP EVENTS

All event attendees were encouraged to submit written comments online or via paper form at the event in addition to speaking with the project team. Common themes from discussions at pop-ups are included in the table below, but are not meant to be comprehensive of all discussions.

Event Date & Location	# Sign-ins	Example Input Themes from Discussions
5/8 - Riverview Park	13	Trails; historic properties; Woolen Mills neighborhood
5/14 - Reid's Market	24	Density and height in neighborhoods (Barracks/Rugby, Rugby Hills, Lewis Mountain); neighborhood traffic; homeownership in Starr Hill
5/14 - Downtown	14	Residential density in Belmont; density of General Residential areas; transit
5/15 – Farmers Market at Ix Art Park	53	Density and height in neighborhoods (Barracks/Rugby, Rugby Hills, Lewis Mountain); traffic in neighborhoods; population projections; infrastructure; desire to see more density and affordability
5/15 - Jefferson School	18	Concerns about affordability and displacement in neighborhoods (e.g., Rose Hill, 10th & Page); desire to see more density, affordability, and mix of uses; concerns about impacts of medium intensity residential in Greenbrier; concerns about impacts of neighborhood node in Meadowbrook Hills/Rugby
5/16 - Church of the Incarnation	11	Concerns about density and height in neighborhoods (Barracks/Rugby, Rugby Hills); traffic concerns; concerns about impacts to historic properties; property value impacts

DOOR-TO-DOOR OUTREACH

Feedback received from door-to-door outreach in the 10th & Page neighborhood and related conversations included:

- Concern about mitigating impacts of larger development.
- Importance of City transparency about development projects.
- Concerns about gentrification in 10th & Page:
    - Concern about rising property taxes and development encroachment.
    - Concerns about family members who are not able to afford to rent or own housing in Charlottesville.
- Importance of preserving Black neighborhoods and ensuring that Black residents have access to jobs and housing, including homeownership opportunities, in Charlottesville.
- More affordable housing in Charlottesville is needed, in all neighborhoods, and it is good to look for ways to include more housing in neighborhoods that are more affluent.
- Concern that information about City processes (including but not limited to Cville Plans Together) are not being shared in the community by community leaders.
- Skepticism about the overall process as a way to achieve equity due to past experience with City processes.

Email Comments, Letters, and Phone Messages

The Cville Plans Together team received 1,144 letters and emails submissions from individuals and several organized groups. This includes emails sent directly to the Cville Plans Together team as well as emails and letters sent to City staff, City Councilors, Planning Commissioners, and Steering Committee members, where that correspondence was shared with the Cville Plans Together team.

Petitions or campaigns received from groups include:

- Charlottesville Low-Income Housing Coalition (individual emails from 498 people as of June 13).
    - Overview of comments:
        - The current draft of the Future Land Use Map is a good start, but more is needed.
        - Stop displacement of Black and low-wealth residents by protecting low-wealth and majority-Black communities like 10th and Page, Fifeville, and Rose Hill from increased development that is unaffordable to low-income residents.
        - Build new affordable housing by allowing for significantly more density, and using inclusionary zoning to require deeply affordable units, in historically exclusionary, majority-white communities, including (but not limited to) Belmont, Greenbrier, North Downtown, Rugby and Woolen Mills. These neighborhoods should have more of their land categorized as "Medium-Intensity Residential'' housing, making twelveplexes possible.
        - Remaining land categorized as "General Residential'' density should allow 4-5 units.
- A group of 11 Neighborhood Association boards submitted a statement, and a community-led group called Citizens for Responsible Planning gathered signatures in support of this statement (with 401 people as of June 13).
    - Overview of comments:
        - Request a delay of at least six months to allow for additional dialogue
        - Support for goals of more equitable, affordable, connected, and sustainable Charlottesville
        - Concern about process taking place during the COVID-19 pandemic
        - Desire to know more about potential impacts to infrastructure and environment
- Barracks/Rugby “Slow the Vote” petition (237 people as of June 13).
    - Overview of comments:
        - Support for goal of an affordable, livable environment for all residents
        - Concern about mixed-use corridor at east end of Rugby Avenue
        - Concern about mixed-use node at the intersection of Rugby, Barracks, and Mason

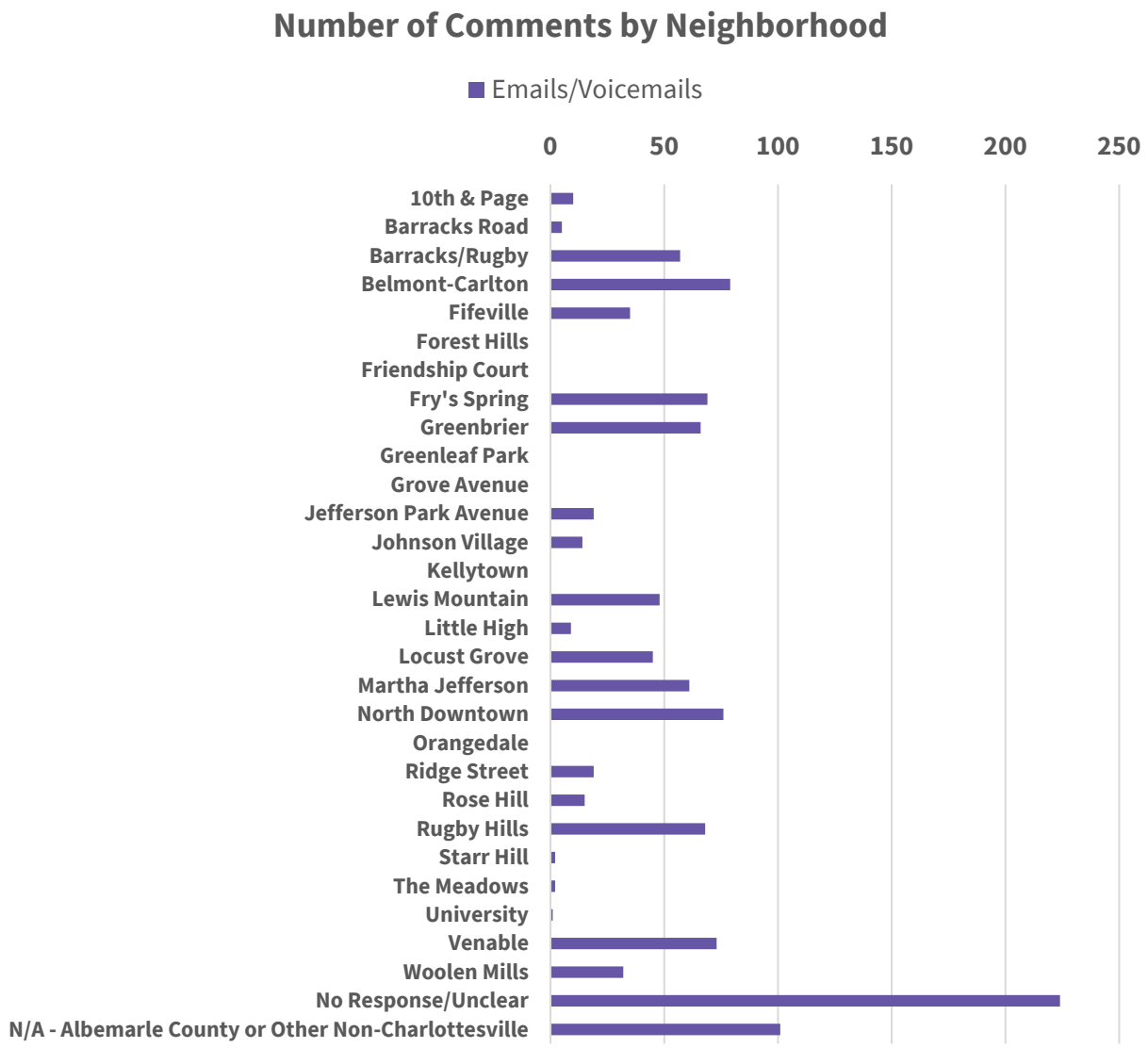
        - Request for additional time and neighborhood engagement in the process
- A petition in support of revising the Comprehensive Plan to include high-level strategies for sunsetting Charlottesville's gas utility. (26 signatures.)
- Email campaign in support of the Food Justice Network's 24 Comprehensive Plan recommendations. (9 emails.)

Additional letters or correspondence from organizations included:

- Fifeville Neighborhood Association
- Belmont Carlton Neighborhood Association
- Little High Neighborhood Association
- Martha Jefferson Neighborhood Association
- Lewis Mountain Neighborhood Association Board
- Preservation Piedmont
- Southern Environmental Law Center
- Piedmont Environmental Council

The team also received approximately 37 calls from 26 individuals over 24 calling sessions (with a session combining subsequent calls by one individual).

WHO WE HEARD FROM VIA EMAIL AND PHONE



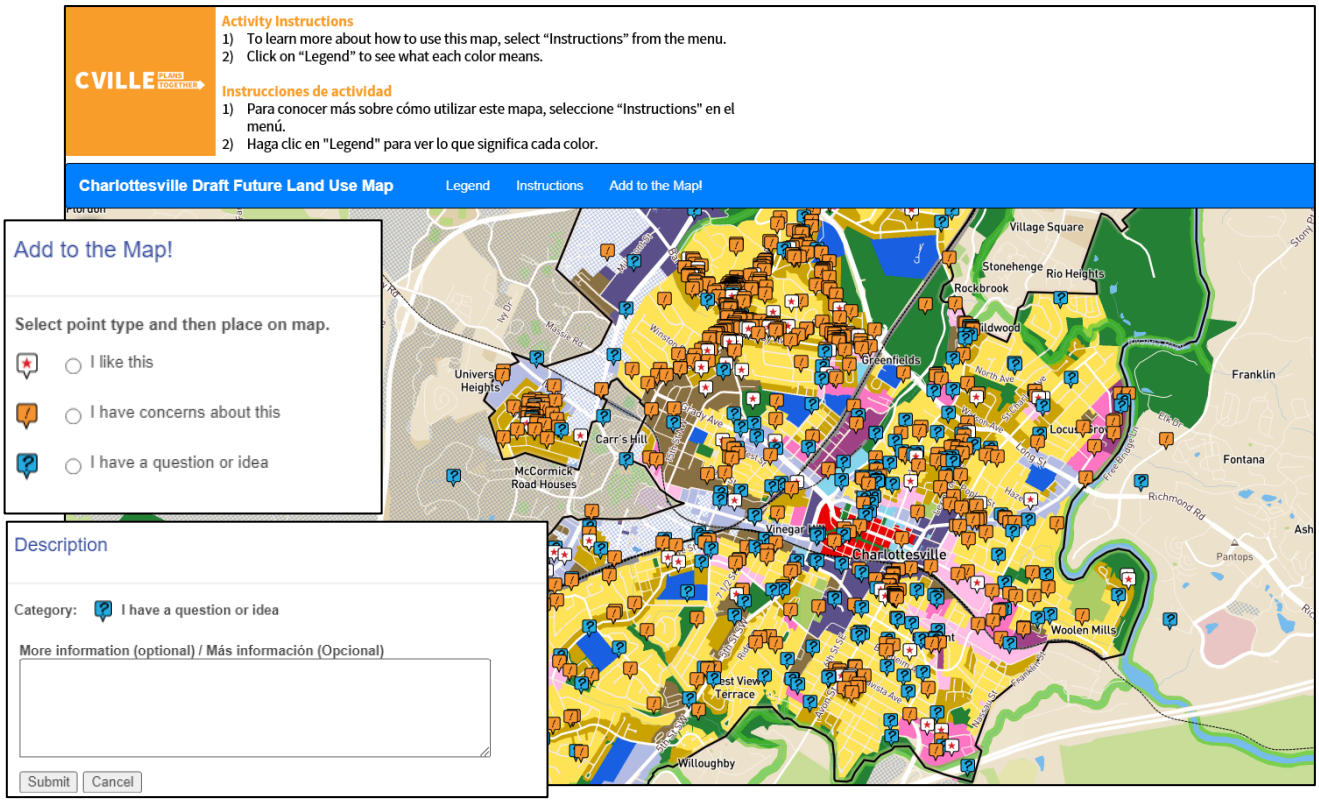
EMAIL AND VOICEMAIL COMMENT OVERVIEW

The primary topic mentioned in comments received via voicemail and email (including letters and web form submissions as well as direct emails) was the Future Land Use Map. Of the 907 individuals who submitted comments that pertained directly to the Future Land Use Map, 55% (503) expressed support for the general Future Land Use Map approach but wanted to see even more intensity of uses in certain areas. An additional 6% stated that they supported the map as-is. 30% stated that they did not support the Future Land Use Map approach, and 8% stated that they supported some aspects of the current Future Land Use Map but had concerns about other elements.

More specific comment themes are shown in the table that follows, with those with more than 10% of responses shown in **bold**.

General Comment Themes from Emails and Voicemails	% (out of 1161)
Stop displacement of Black and low-wealth residents by protecting low-wealth and majority-Black communities	**46.4%**
More density in historically exclusionary, majority-white communities	**46.3%**
Increase "General Residential" density to 4-5 units	**43.8%**
Concerns about the process/requesting more time	**14.7%**
Transportation or infrastructure suggestion/concern	**14.3%**
Concerns about developer intentions and role in implementation	**13.6%**
Property value/tax concerns	9.3%
Opposition to medium intensity areas	9.2%
Concerns that land use approach will not lead to affordability	9.0%
Other land use ideas	7.2%
Opposition to mixed use node or corridor areas	6.8%
Student housing concerns	6.5%
Neighborhood or historic character concerns	6.1%
Environmental suggestion/concern	6.1%
Opposition to changes or increased density/intensity (general)	5.9%
Site-specific concerns	5.5%
Opposition to general residential ("changes to R1 zoned areas")	4.5%
Support for changes to R1 zoned areas	3.0%
Concerns about precedents (for example, Minneapolis, Portland, Austin) and desire to see additional studies about precedent cities	2.7%
Comments about chapter strategies	2.5%
More intensity/density/height (in general)	1.9%
Demolition/teardown concerns	1.7%
Topography considerations	1.6%

Interactive “Wikimap” Feedback



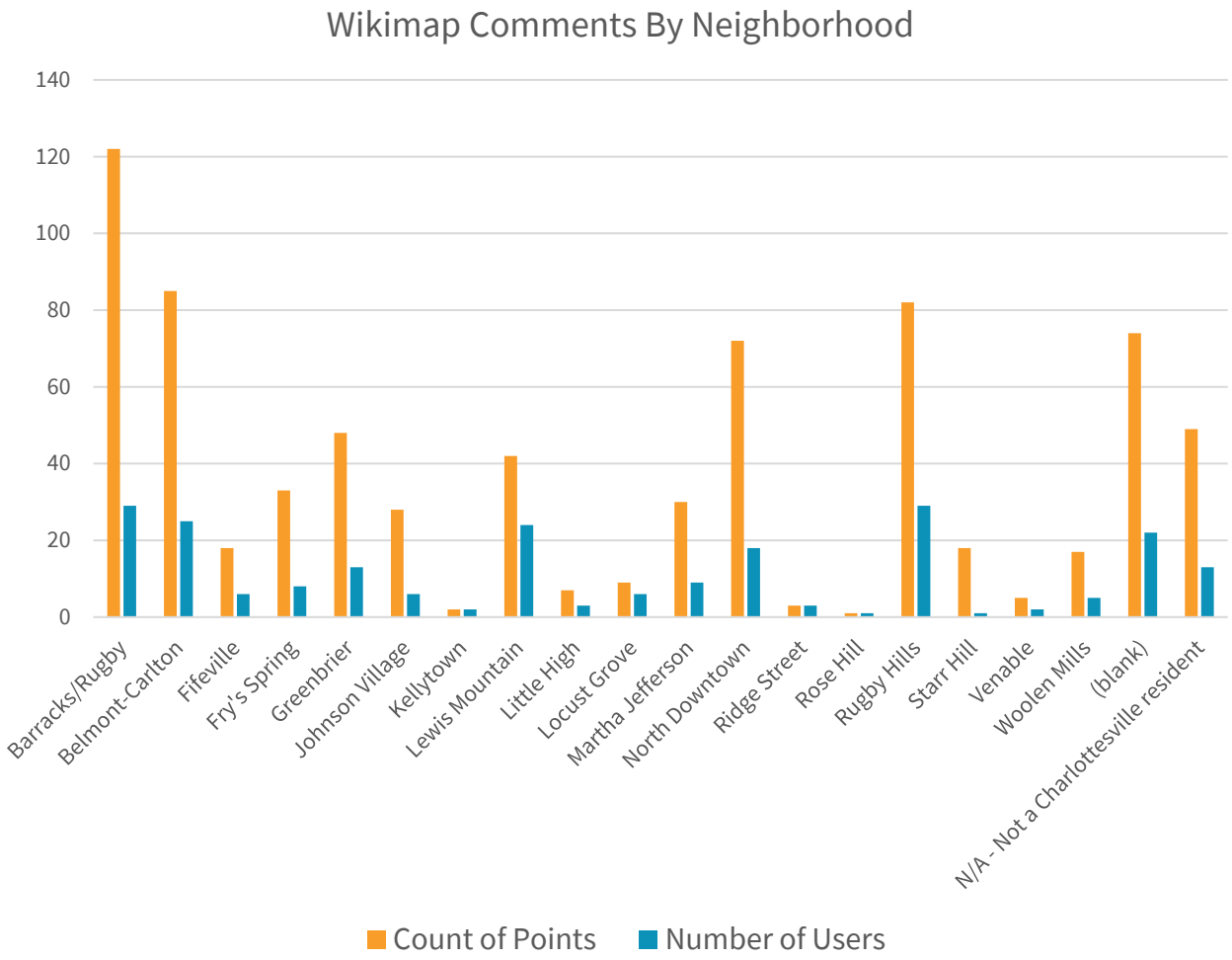
The interactive map facilitated the gathering of site-specific comments and questions. Community members were able to select from three comment types:

- I like this
- I have concerns about this
- I have a question or idea

After selecting one of these three general comment categories, the user was able to place a dot on a specific location on the map. There was then an opportunity to submit an additional comment along with the dot. People commenting on the map had a choice to submit their email address, which would allow them to revisit their points, or submit anonymously.

All responses on the Wikimap can currently be viewed at https://wikimapping.com/Cville-FLUM.html .

WHO WE HEARD FROM ON THE MAP

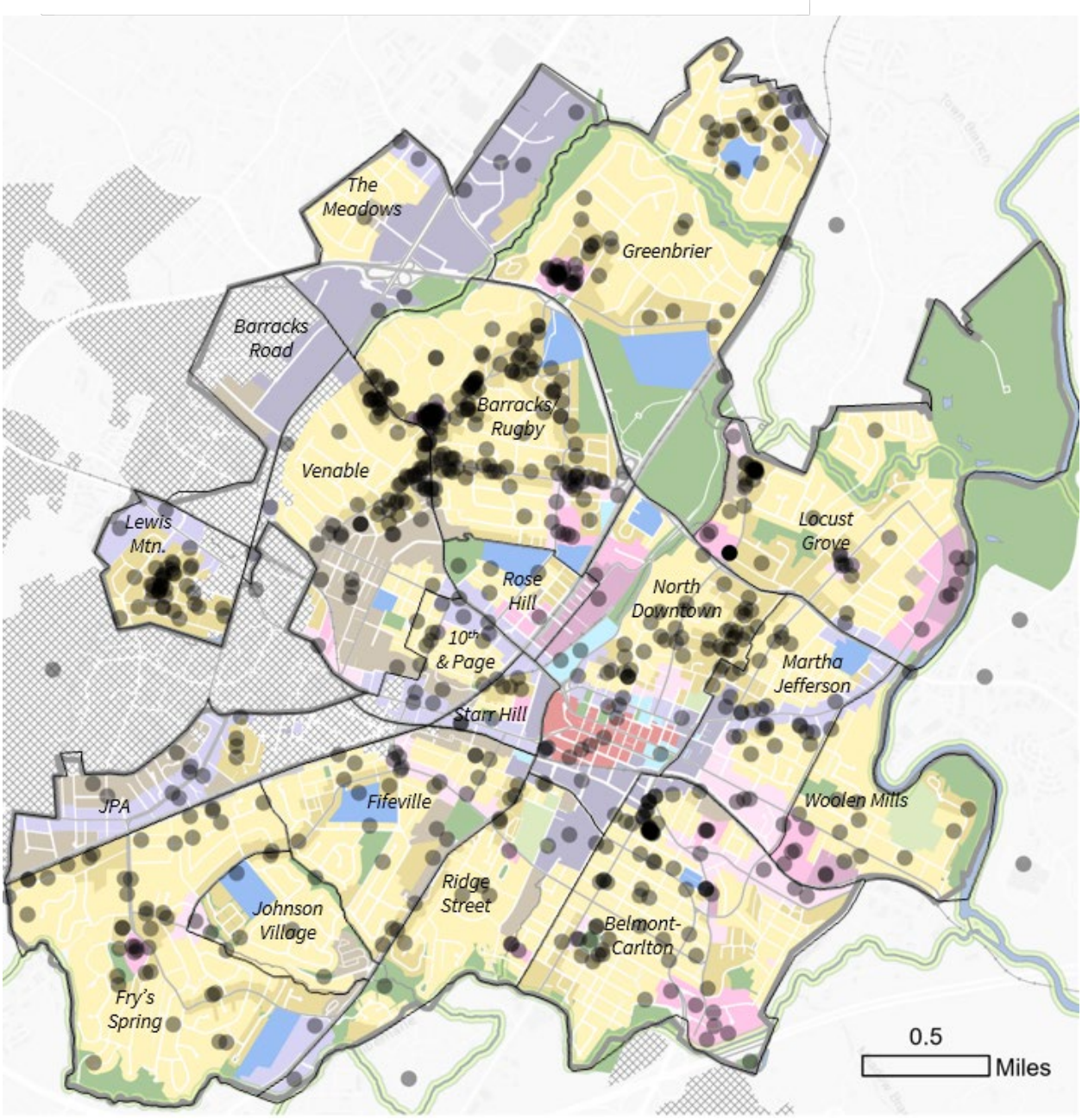


WHAT WE HEARD ON THE MAP

The consultant team used a coding system to tag emails and open-ended responses for analysis. Each response was tagged with one or more "themes" characterizing the content of the comments.

Theme from comments submitted via the Wikimap	% (out of 745)
Traffic, transportation, or other infrastructure concerns	**22.3%**
Decrease density, intensity, or height (site or neighborhood-specific) - General decrease	**14.2%**
Community character, history, height, or scale concerns	**14.2%**
I like this as shown	**11.4%**
Increase density, intensity, or height (site or neighborhood specific) - Show medium or high density residential	**10.9%**
Show a different land use category (unspecified)	7.5%
Affordability concerns	6.7%
UVA or student housing concerns/ideas	6.6%
Decrease density, intensity, or height - Show as single-family/do not eliminate single-family areas	5.6%
Decrease density, intensity, or height – Show as general residential	4.7%
Environmental concerns (trees, stormwater)	4.7%
Question about the map (general)	4.3%
Add mixed use/commercial	3.8%
Increase density, intensity, or height (site or neighborhood specific)	3.8%
Remove mixed use/commercial	3.1%
Gentrification/displacement concerns	2.4%
Transportation improvements	2.1%
Other ideas not related to land use	1.5%
Adapt/reuse/repurpose, infill	1.2%
Property value concerns	1.1%
Transitions/urban design	1.1%

Comments Received

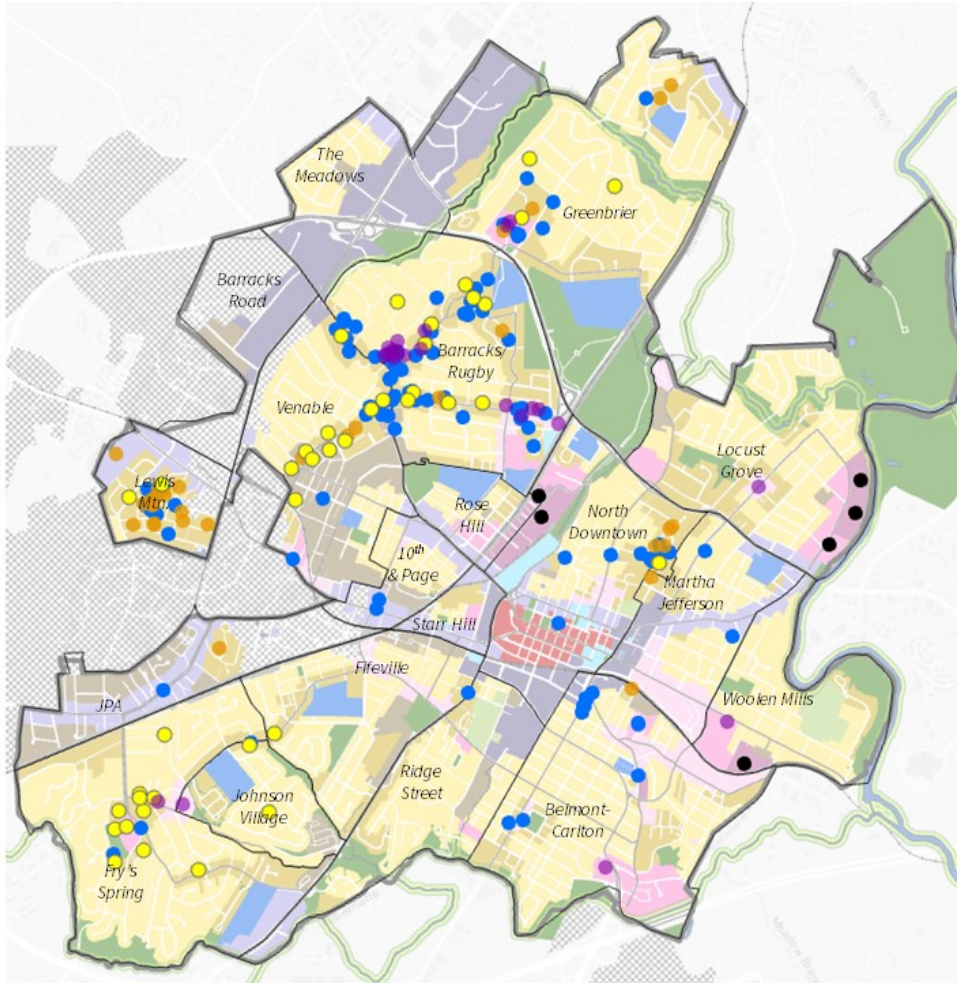


Land Use

Wikimap Survey Findings

Comments reflecting a desire to see less intense uses

- Decrease Intensity (General)
- Remove Mixed Use Area
- Remove Business/Tech Mixed Use
- Show as General Residential
- Show as Single Family Residential

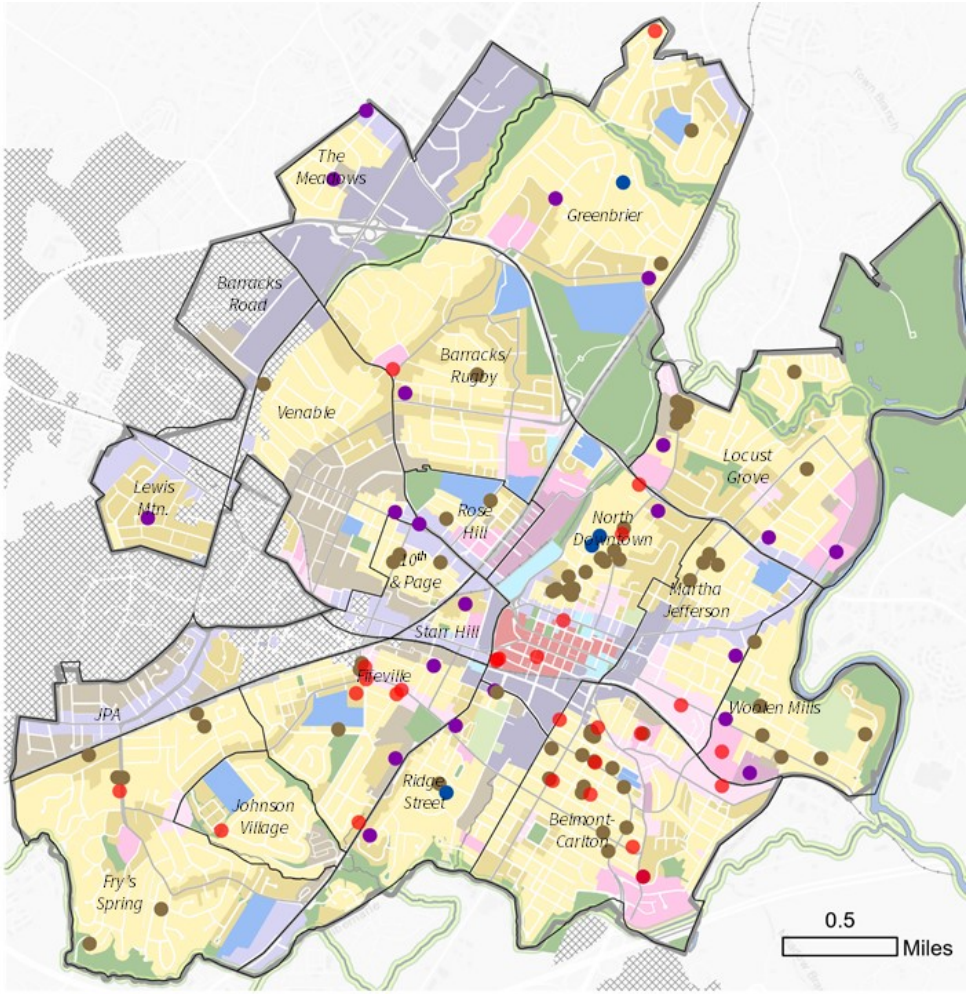


Land Use

Wikimap Survey Findings

Comments reflecting a desire to see more intense uses

- Increase Intensity (Throughout Map)
- Increase Intensity (Generally)
- Increase Mixed Use Intensity
- Increase Residential Intensity

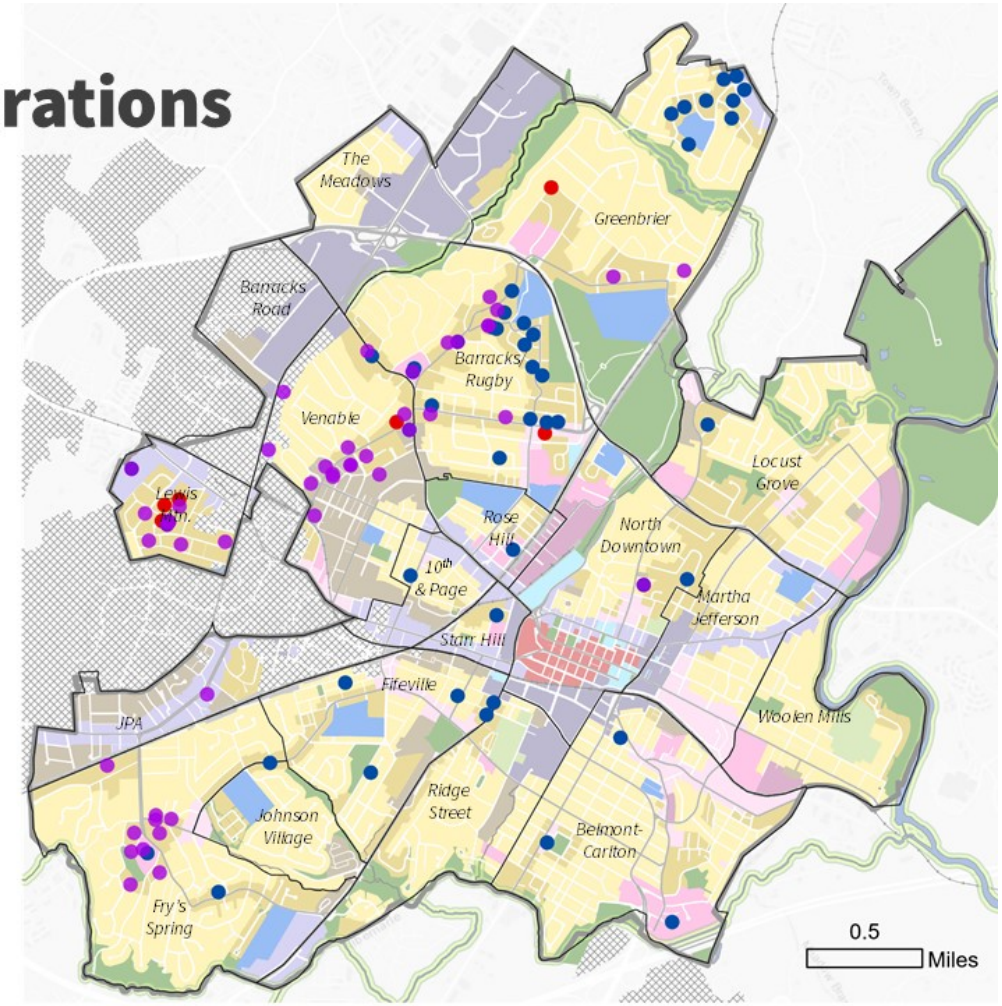


Development Considerations

Wikimap Survey Findings

Comments reflecting concerns related to the Draft Future Land Use Map (cont'd)

- Affordability & Displacement
- UVA Growth/Student Housing
- Property Value Concerns (Decreases & Increases)

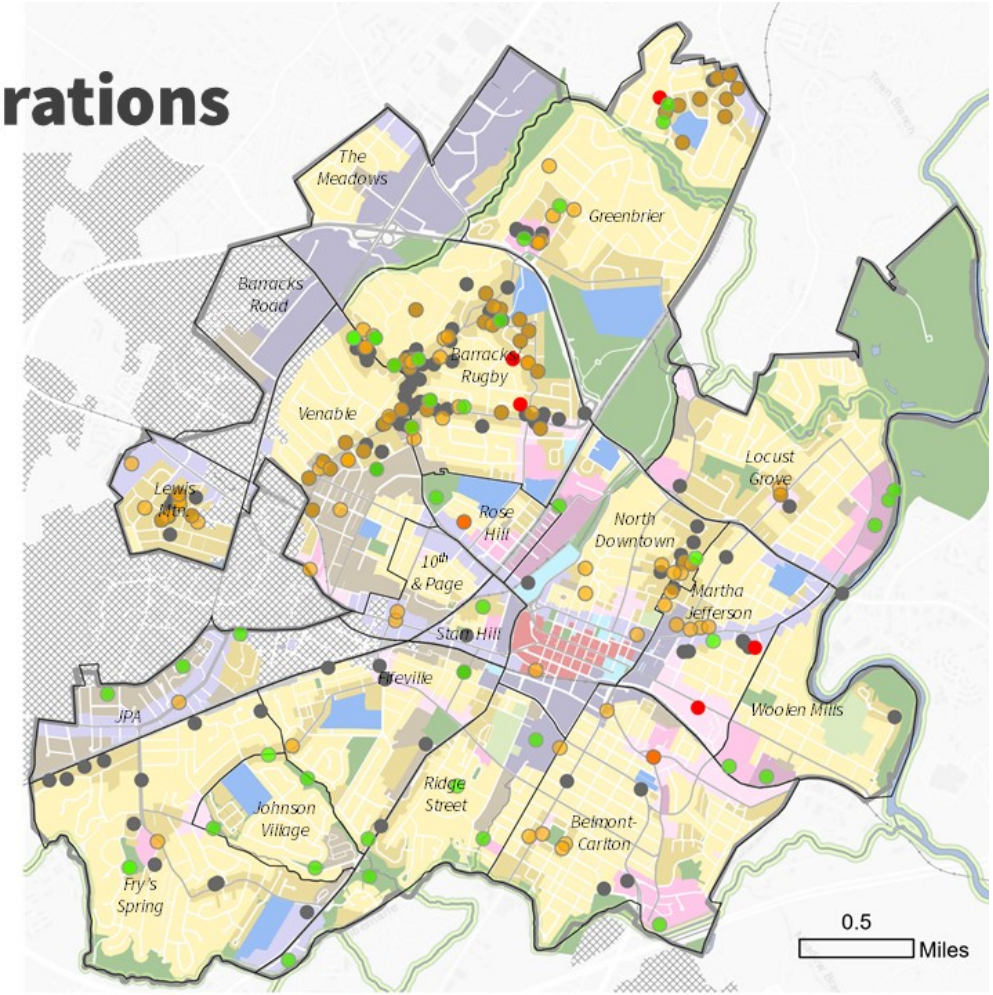


Development Considerations

Wikimap Survey Findings

Comments reflecting concerns related to the Draft Future Land Use Map

- Community Character, History, Height & Scale
- Transitions & Urban Design Including Development Quality
- Transportation & Infrastructure
- Environmental (Trees, Floodplain, Climate, Pollution, Topography, Etc.)

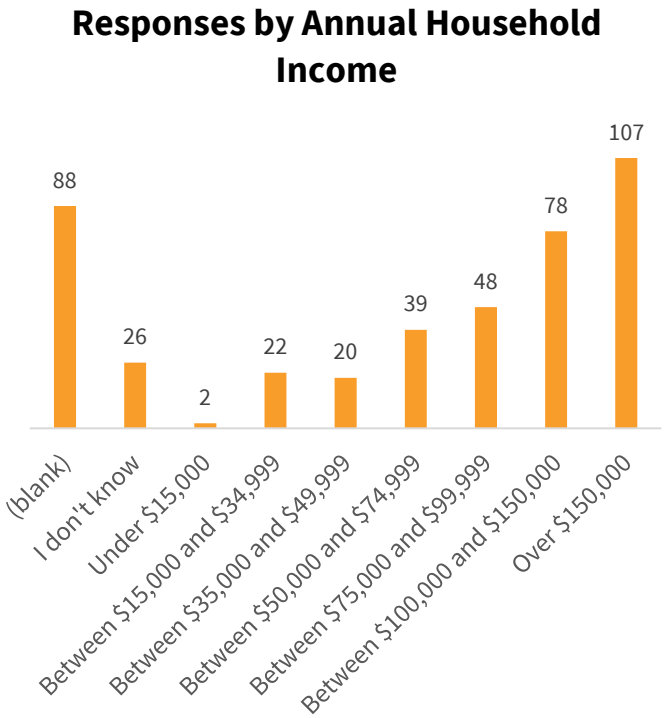


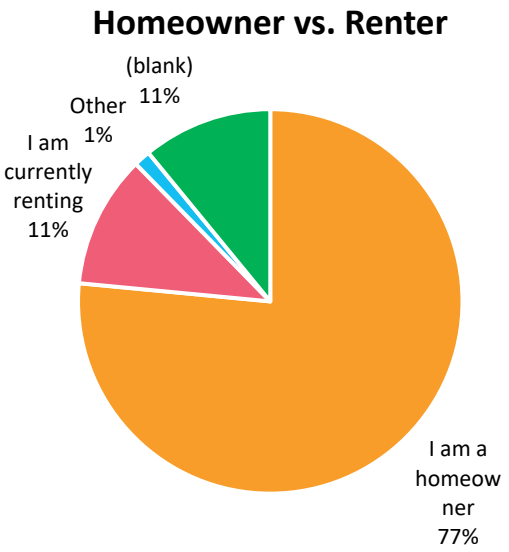
Feedback Form/Survey Results

There were 430 responses submitted via the feedback form, including web submissions and paper submissions at the pop-ups. (Note: The pop-up survey contained only questions related to the draft Future Land Use Map.) All responses, excluding contact information, can be found in Appendix B.

WHO WE HEARD FROM ON THE SURVEY FORM

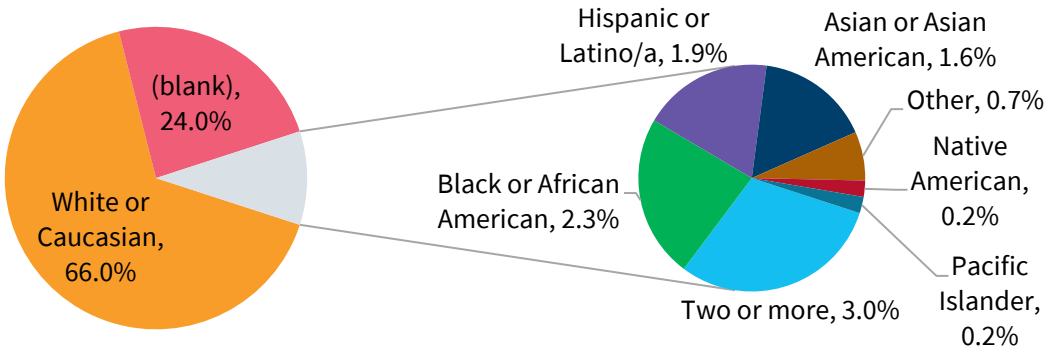
Survey responses included input from people throughout the city, but overall, the majority of responses from those who provided demographic information were received from those who identified as higher income, white, and homeowners. The demographics of survey respondents does not align with overall Charlottesville demographics, as the survey respondents reported high annual household incomes and higher levels of homeownership than the city overall, as well as a lower levels of people who identified as part of racial or ethnic groups other than white (Non-Hispanic). [1]



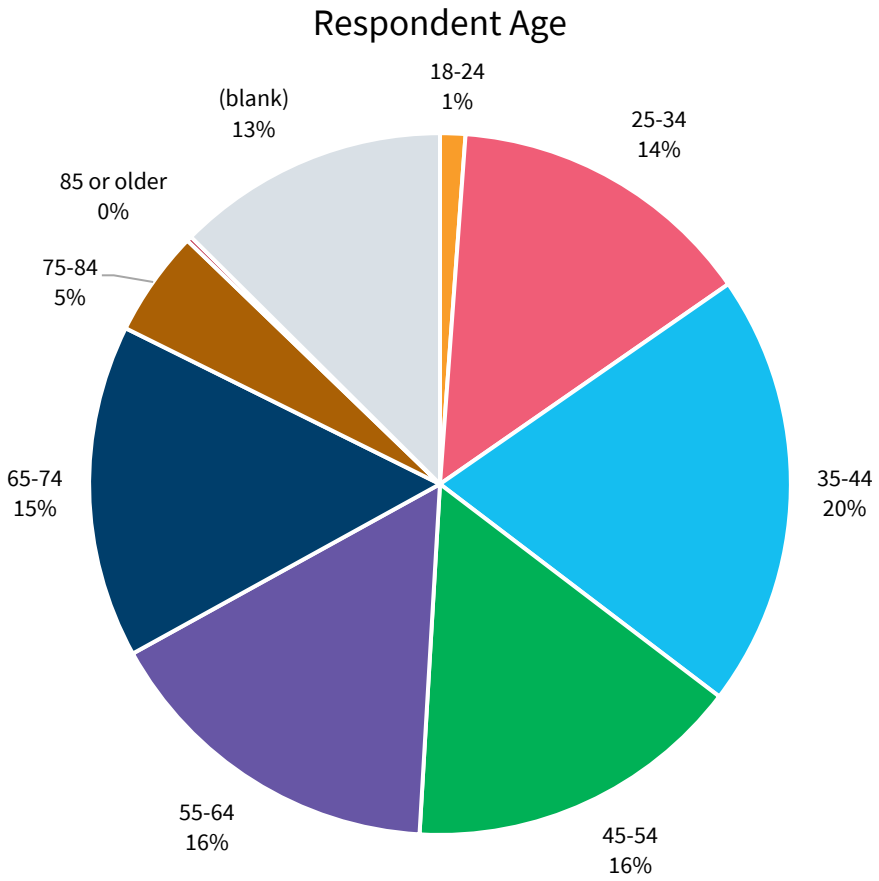


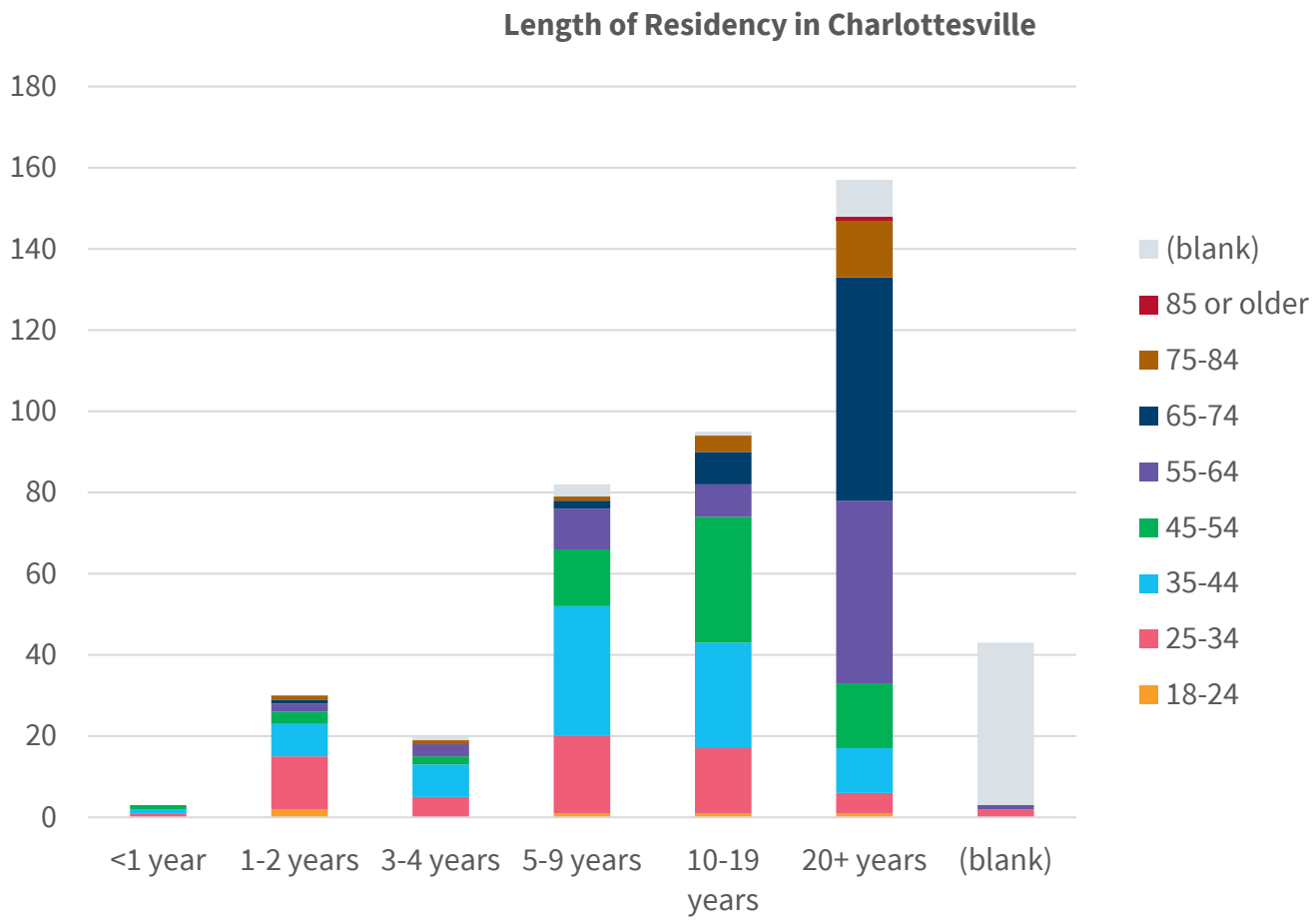
[1] According to ACS 2019 5-year estimates, Charlottesville's homeownership rate is 42.8%, the median age is 31.6, and median household income is $59,471. As of the 2019 survey, the 5 largest ethnic groups in Charlottesville were White (Non-Hispanic) (65.7%), Black or African American (Non-Hispanic) (18.7%), Asian (Non-Hispanic) (7.06%), White (Hispanic) (4.85%), and Two+ (Non-Hispanic) (2.62%).

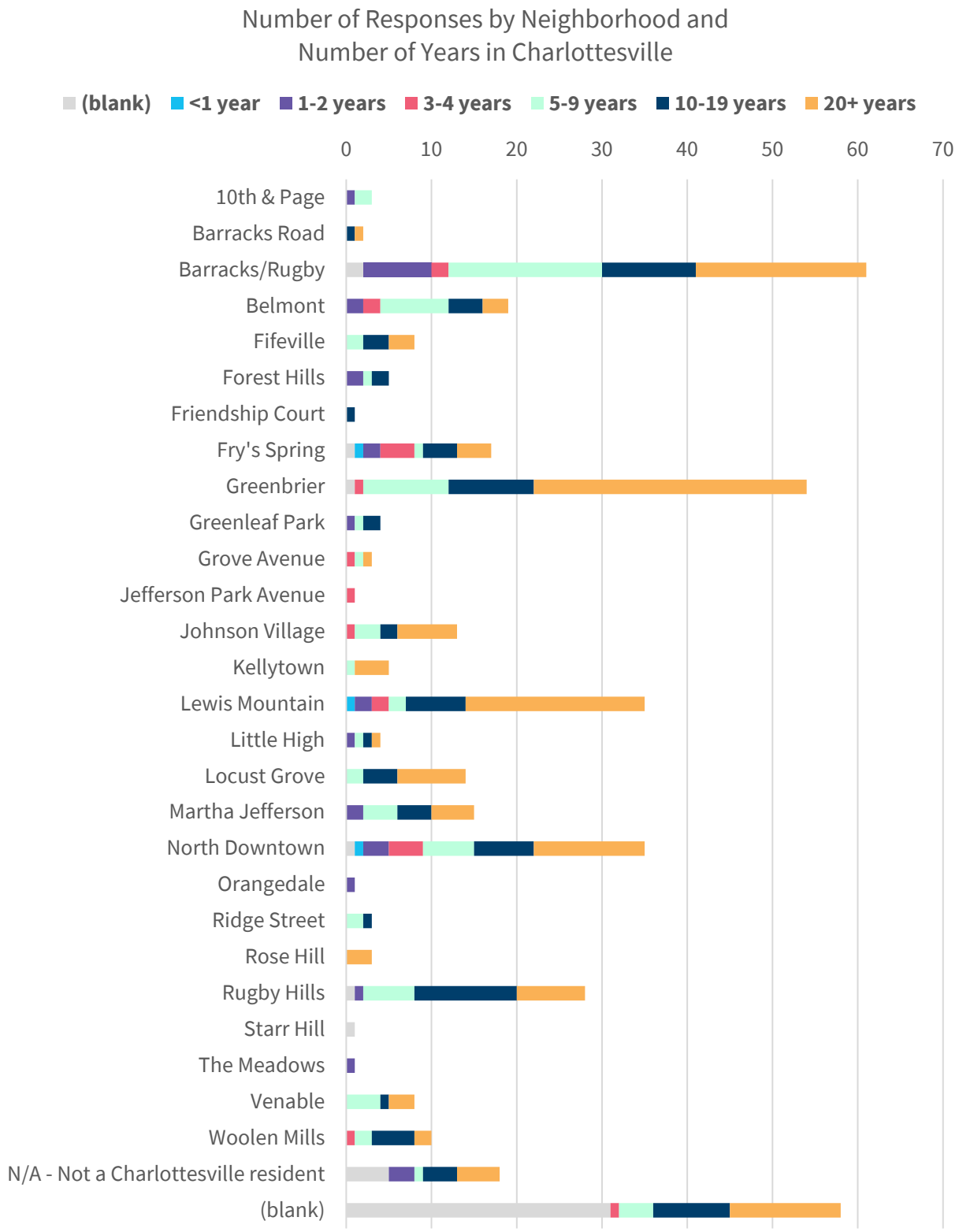
Race/Ethnicity



Most age ranges were well-represented, with the exception of people in the 18-24 age range. Most respondents have lived in Charlottesville 20 or more years, though many have lived in the city 5-19 years.

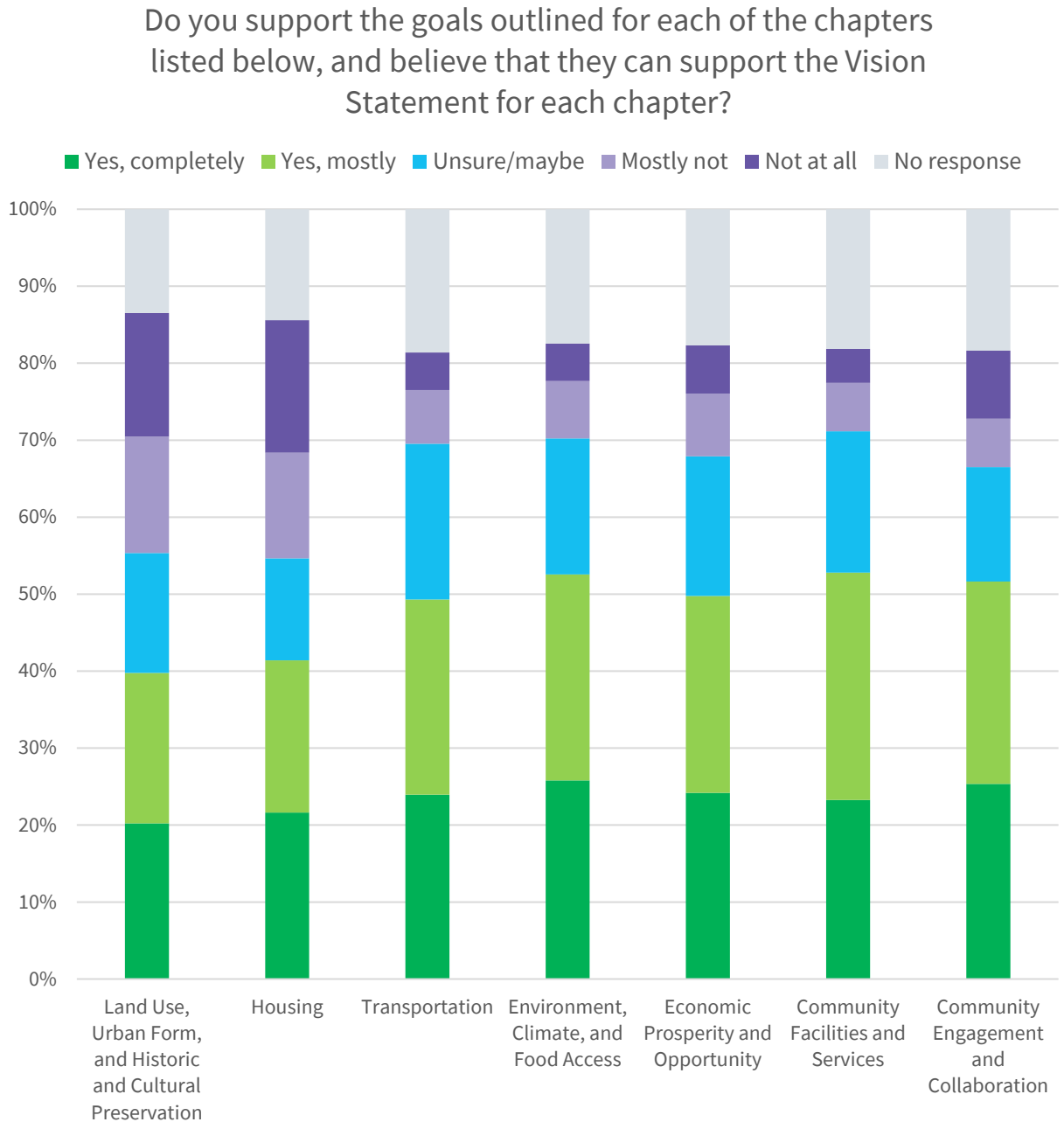



Length of Residency in Charlottesville
180
160
140
120
100
80
60
40
20
0
<1 year
1-2 years
3-4 years
5-9 years
10-19 years
20+ years
(blank)
(blank)
85 or older
75-84
65-74
55-64
45-54
35-44
25-34
18-24


Number of Responses by Neighborhood and Number of Years in Charlottesville
(blank)
<1 year
1-2 years
3-4 years
5-9 years
10-19 years
20+ years
0
10
20
30
40
50
60
70
10th & Page
Barracks Road
Barracks/Rugby
Belmont
Fifeville
Forest Hills
Friendship Court
Fry's Spring
Greenbrier
Greenleaf Park
Grove Avenue
Jefferson Park Avenue
Johnson Village
Kellytown
Lewis Mountain
Little High
Locust Grove
Martha Jefferson
North Downtown
Orangedale
Ridge Street
Rose Hill
Rugby Hills
Starr Hill
The Meadows
Venable
Woolen Mills
N/A - Not a Charlottesville resident
(blank)

FEEDBACK ABOUT THE DRAFT COMPREHENSIVE PLAN CHAPTERS

The Land Use, Urban Form, and Historic & Cultural Preservation chapter, as well as the Housing chapter, were the chapters that had the least support. Responses that were not in support of these chapters goals were often similarly not in support of the Future Land Use Map.



Summary of open-ended comments about each chapter's draft goals and strategies

The consultant team used a coding system to tag emails and open-ended responses for analysis. Each response was tagged with one or more "themes" characterizing the content of the comments.

Land Use, Urban Form, and Historic & Cultural Preservation	#
Community character, history, height, or scale concerns	38
General support/support for more housing, affordability, and density	29
Concerns about specific location/neighborhood	19
Traffic, transportation, or other infrastructure concerns	15
Do not support (general)	15
Conflicts between housing/land use goals and historic preservation	11
Concerns or ideas about affordability	10
Gentrification/displacement concerns	10
Concerns about developer implementation	9
Concerns about process	8
More density wanted	7
Implementation/funding	7
Concerns about potential change in single-family areas	7
Support for protecting Black/African American communities and addressing land use history	6
Demolition/tear-downs	5
General concerns about density	2
Reduce car dependency/want more walkable neighborhoods	2
Environmental impacts	2
Other	12

Housing	#
Support for increased density	48
Concern about density increases/changing community character	30
Support for more affordable housing	22
Concern that approach will not create affordable housing/support equity	20
Implementation/infrastructure concerns	19
Support for keeping single-family housing areas	14
Concerns or comments about specific location/neighborhood	14
General support for goals/element	9
Do not support housing element, in general	9
Support for removing single-family only areas	6
Support for or concern about homeownership	5
Support for dedicated funding stream	5
Support adaptive reuse of old buildings/commercial buildings for affordable housing	4
Preserve historic districts and character	3
Concerns about process	2
Other	26

Transportation	#
Support for safe, connected multimodal transportation options (bike lanes, sidewalks, lower speeds)	47
More frequent/expanded/improved transit	28
Density issues/Concern about traffic and parking, increased congestion/ traffic levels	12
Coordinate transportation & land use	6
Reduce parking	5
General support for goals/ element	2
Parking management	2
Section needs more detail/ explanation/ could go farther	2
Improve grid	2
Other	23

Environment, Climate, and Food Access	#
Tree canopy	13
Climate/Energy	10
Support for food equity/local food	10
Connect goals to transportation, land use	9
General support for element	7
Environmental protection (general)	5
Stormwater/flooding	5
Support for urban gardening	3
Green space	2
More aggressive goals	2
Other	26

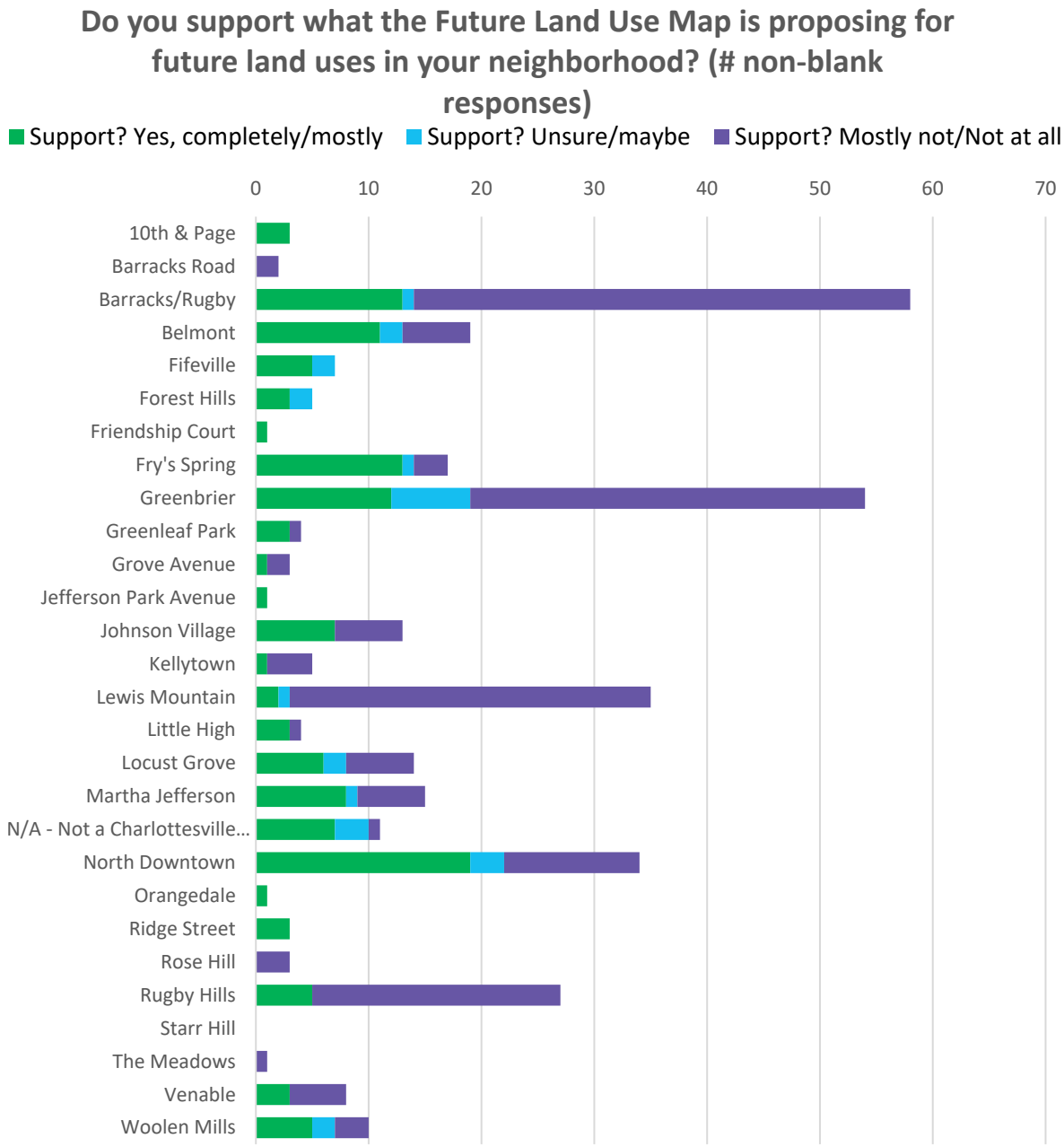
Economic Prosperity & Opportunity	#
Address wages/poverty - workforce development	7
Plan strategies will be ineffective	6
Specific types of jobs – manufacturing, etc.	4
General agreement	4
Expand partnerships and programs	3
Affordable housing/housing in areas of opportunity and near jobs will support this	3
Economic benefits of draft FLUM	2
Importance of property ownership	2
Doing well/not a priority or concern	2
Other	19

Community Facilities & Services	#
More trails/parks/green space	6
Stormwater needs	6
Police policies	5
General agreement	5
School funding	3
Coordinate with land use, zoning, etc.	3
Balancing priorities	2
Maintain and repair infrastructure	2
No expansion of natural gas	2
Other	16

Community Engagement & Collaboration	#
Different/more engagement desired in this process	27
General agreement	13
More outreach directly to communities	4
Need to hear all voices	4
More outreach directly to communities	4
Need to hear all voices	4
Chapter will not be effective	3
Implementation	2
Other	8

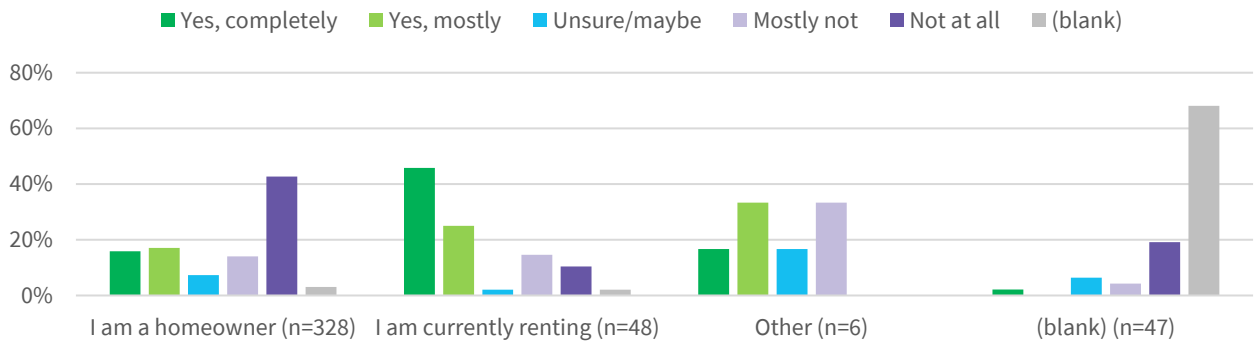
FEEDBACK ABOUT THE DRAFT FUTURE LAND USE MAP

When looking at feedback on the draft Future Land Use Map by Planning Area, responses from many neighborhoods/neighborhood planning areas showed that a majority support the draft Future Land Use Map. However, four of the five neighborhood areas with the most responses to the survey showed less than 50% support for the Future Land Use Map. These include Barracks/Rugby, Rugby Hills, Greenbrier, and Lewis Mountain.

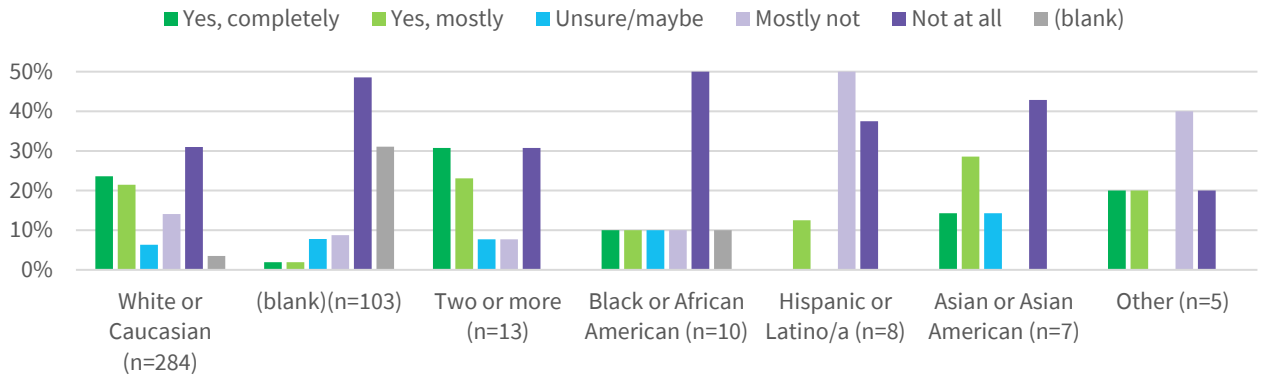


People who are currently renting their home demonstrated more support for the Draft Future Land Use Map than people who currently own their home. Looking at responses by race and ethnicity, there are a variety of opinions about the map, and it is somewhat difficult to draw conclusions due to the low numbers of non-white respondents on the survey. Opinions about the Draft Future Land Use Map based on household income are varied, but show more support for the map at the lowest income level than at the highest income level. All income levels have a slightly higher level of support than non-support, except for the "$35,000-$49,000" and "Over $150,000" income ranges.

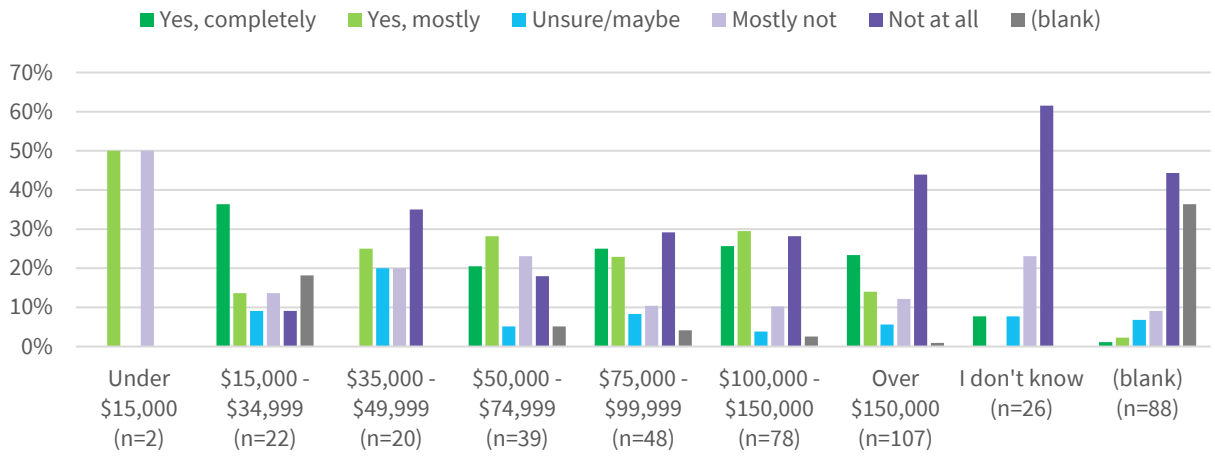
Do you support what the Future Land Use Map is proposing for future land uses in your neighborhood? (By renter/homeowner)



Do you support what the Future Land Use Map is proposing for future land uses in your neighborhood? (By race/ethnicity)



Do you support what the Future Land Use Map is proposing for future land uses in your neighborhood? (By household income)



Summary of open-ended comments about the draft Future Land Use Map

For those who submitted additional comments, the consultant team used a coding system to tag responses for analysis. Each response was tagged with one or more "themes" characterizing the content of the comments.

Comment themes	#
General support for the draft Future Land Use Map	51
Site-specific comments	49
Concerns due to character/height	33
Concerns about property values	28
General opposition to the draft Future Land Use Map	26
Concerns due to traffic or other infrastructure	24
Would like more time for review	16
Concerns about environmental impact	9
UVA role / concerns about student housing	9
Displacement concerns	9
Concerns about city-wide approach to land use changes	5
Concerns about topography	5
Concerns about how the Future Land Use Map can help affordability	4
Emphasize reuse of existing structures / grayfields	4
Demolition concerns	3
Concerns about tall buildings along streets	2
Safe routes to schools	2